

## **Pennsylvania Wine Marketing and Research Program Position Paper**

Vision Statement - The vision of the Pennsylvania Wine Marketing and Research Program (PWMRP), in partnership with the PWMRP Board, is to support Pennsylvania wine producers while continuously increasing consumer awareness, quality, and profitability of Pennsylvania wines.

Mission Statement - The Pennsylvania Wine Marketing and Research Program and its Board will support projects and events and review and recommend funding and support for quality and effective research and marketing efforts which will enhance its vision.

### **PWMRP Marketing Goals:**

- 1) Promote and market Pennsylvania wines to identifiable audiences in all Pennsylvania counties as well as surrounding states in the mid-Atlantic region and beyond.
- 2) Continue to work with industry partners, including - but not limited to - the Pennsylvania Winery Association (PWA) to promote the Pennsylvania Wines brand and increase the awareness and profitability of the Pennsylvania Wine Industry (industry).
- 3) Support marketing initiatives in all regions of the Commonwealth and encourage regional winery collaborations, ensuring funds are working in the most efficient manner for all industry stakeholders.
- 4) Support marketing projects that:
  - a. allow free access to the work product and discourage projects where consumers would need to access the work product through a membership fee or pay wall.
  - b. demonstrate how the marketing plan is accountable to the industry.
  - c. identify industry partners that will provide industry insight.
  - d. provide documented success of previous marketing campaigns

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## **Pg 2 - Pennsylvania Wine Marketing and Research Program Position Paper**

### **PWMRP Research Goals:**

- 1) Provide funding for research topics that are desired by the industry to help improve crop yield and wine production.
- 2) Support projects that help cultivate healthier high-quality grapes and vineyards.
- 3) Support projects that help identify methods to improve wine flavor profiles and shelf life based upon consumer preferences.
- 4) Recommend projects to improve the wine industry / consumer interface and bring more tourism dollars to Pennsylvania communities that host wineries.
- 5) Provide a database of research materials for winery owners to search for topics impacting their operation.
- 6) Support projects that build upon previous research, especially topics which may be a risk/threat to the industry.
- 7) Ensure diverse research is done throughout various geographic regions of the Commonwealth.